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Volunteers, donors needed for annual MPR fundraiser

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NEWS RELEASE

Jan. 29, 2007

Contact: Linda Talbott, associate director, Montana Public Radio and Montana PBS, 406-243-4215.

VOLUNTEERS, DONORS NEEDED FOR ANNUAL MPR FUNDRAISER

MISSOULA –

If listening to Montana Public Radio starts your morning, consider giving back by volunteering at the 31st annual on-air fundraiser.

Between 6 a.m. Monday, Feb. 12 and midnight Sunday, Feb. 18, volunteers are needed to answer calls as part of Montana Public Radio's pledge week. Shifts start at two hours, but can be extended. Both experienced and inexperienced volunteers are welcome. MPR only requests that new volunteers schedule their first shift sometime between Monday, Feb. 12 and Wednesday, Feb. 14 for training.

Montana Public Radio also asks that people consider making a premium donation. A premium donation is a prize that can have a cash value. They are thank-you gifts that are donated by listeners to encourage others to make a donation to MPR. Premium donations in the past include everything from sailing trips on Flathead Lake to giant pumpkin seedlings, and last year nearly 2,700 premiums were given.

"Listeners giving us premiums started many years ago, when someone who could not afford a donation of money offered to do yard work for someone who could afford to pledge," said Linda Talbott, associate director of Montana Public Radio. "It has grown to be the essence of the event since then."

Premium donations are welcome until noon on Friday, Feb. 16.

This year Montana Public Radio's pledge week, which is usually held in March or April, was moved a month earlier to accommodate construction near the MPR building at The University of Montana.

For more information call 406-243-6400 or 1-800-325-1565.

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